SPACE (SHRI K. R. NARAYANAN): (a) to (c) The two units of Narora Atomic Power Project are expected to be commissioned in the latter half of 1988 and 1989 respectively. There have been delays in the delivery of critical equipment especially the steam generators and end shields.

(d) The manufacturing problems have since been overcome and special efforts are being put in to compress the time schedules for the remaining activities.

Guidelines for Advertisements on Television

1120. SHRI YALLA SESI BHUSHANA RAO: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) what are the particulars of the 10 top advertisers on Doordarshan and their share in all Doordarshan advertising in the country;

(b) whether any guidelines have been laid down by the Doordarshan for advertising the type of product on the Doordarshan network;

(c) whether it is a fact that Doordarshan continues to promote consumerism having an emphasis on toiletries, washing materials, cosmetics, textiles and other house-hold goods including food articles, mostly consumed by the affluent section of the urban people; and

(d) if so, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI AJIT PANJA): (a) The particulars of the 10 top advertisers on Doordarshan and their share in advertising during the year 1985-86 are as follows:—

(Rs. in lakhs)

Name of Advertisers	Business provided by them
1. Hindustan Lever Ltd.	318.05
2. Food Specialities Ltd.	154·00
3. Glaxo Lab.	111·00
4. Hindustan Cocoa Product	100·00
5. Nirma Chemicals	97·00
6. Godrej	90.28
7. Hindustan Machines Ltd.	76·00
8. Colgate	72·00
9. Lakme Ltd.	69.00
10. Pioma Industries	65·99

(b) Yes, Sir.

(c) Most of the products advertised are consumed by a significant section of the population. There is also a ceiling on the telecast time for product advertising.

(d) Does not arise.

Growth rate of the Bank Deposits and Advances

1121. SHRI KAPIL VERMA: Will the PRIME MINISTER be pleased to state:

(a) whether the Reserve Bank of India in its report for 1985-86 have indicated that the growth rate of the Banks' deposits and advances have slowed down during the year;

(b) if so, whether the same tendency continues during the current financial year; and